the PHILISCOPE

Special Edition - $1.25

PHILIPS

This special issue of The Philiscope is published as a tribute to Mr. D.C.F. van Eendenburg who served as President of our Canadian Philips operations from October 1957 until September 1964.

Mr. van Eendenburg amassed a great following of friends throughout the Company, and we trust that this book will serve as a memento of our seven years under his leadership.

Although Mr. van Eendenburg has bid us farewell in Canada, he is of course still a member of the Philips Concern and has now assumed the management responsibilities of Philips, Ireland.

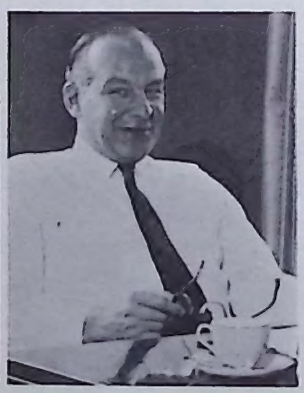
We wish him good health, happiness, and success in his new Philips venture.

This is a limited edition, published by and for the friends and associates of our past-president Mr. D.C.F. van Eendenburg.

Editor: J.C. Clarke

Mr. van Eendenburg and his Management Teammates

Mr. P. Bakker,
Treasurer



Mr. D.C.F. van Eendenburg

Mr. T. Van Dyk,
Executive Vice-President

Seven Years As President Of Philips Canadian Operations

After serving as President of our Company for seven years, Mr. D.C.F. van Eendenburg has left us to assume the management responsibilities of our Philips operations in Ireland. During his term of office we have witnessed many changes and, through his efforts toward the betterment of our Company, he has richly earned the confidence and support of the entire personnel of the organization.

"We are sorry to lose him....we had hoped to keep him here. But such is his destiny," said Chairman of the Board, Mr. R. Messier. "Philips, as you know, is continually on the move and the van Eendenburgs have decided to move along with Philips. They have been seduced apparently by the green gardens of Ireland," he added with a chuckle.

Ireland will be the eighth country in which Mr. van Eendenburg has served the Philips Concern. In commenting on the many moves he has made, our past-president said, "I consider Philips to be my personal travel agency....'Join Philips and see the world' is my expression."

In a more serious vein he said that he and his wife had travelled the country from coast to coast and have come to love Canada very much. And, he said, he was quite sure that his successor, Mr. van Beurden, would follow his way of making trips across the country by car visiting dealers, distributors and other customers.

Speaking at the farewell cocktail party held in their honour at the Royal York Hotel, Mr. Van Dyk addressed these words to Mr. and Mrs. van Eendenburg: "Those who are gathered here together tonight to meet with you for what is officially the last time, have one thing in common - they like both of you, and they wish you both well. You will easily understand that I do not speak from personal experience if I say that it seems to me that it is a beautiful feeling to be so sincerely liked by so many people. Mr. Messier has said, 'partir c'est mourir un peu', and there is much truth in that saying; because when people part, those who leave take something with them from those they leave behind....And those that stay behind keep something from those who leave. We are the richer for having enjoyed your friendship; and we hope that your experience with us has also enriched, in some way, your life.

"...I would guess that in the current year in the Philips Concern, more changes in senior management appointments have been made than has been the case in any previous year. It may be useful to realize that, to a certain extent, we are as puppets activated by strings which are manipulated in far away boardrooms. ...This is a sobering thought.

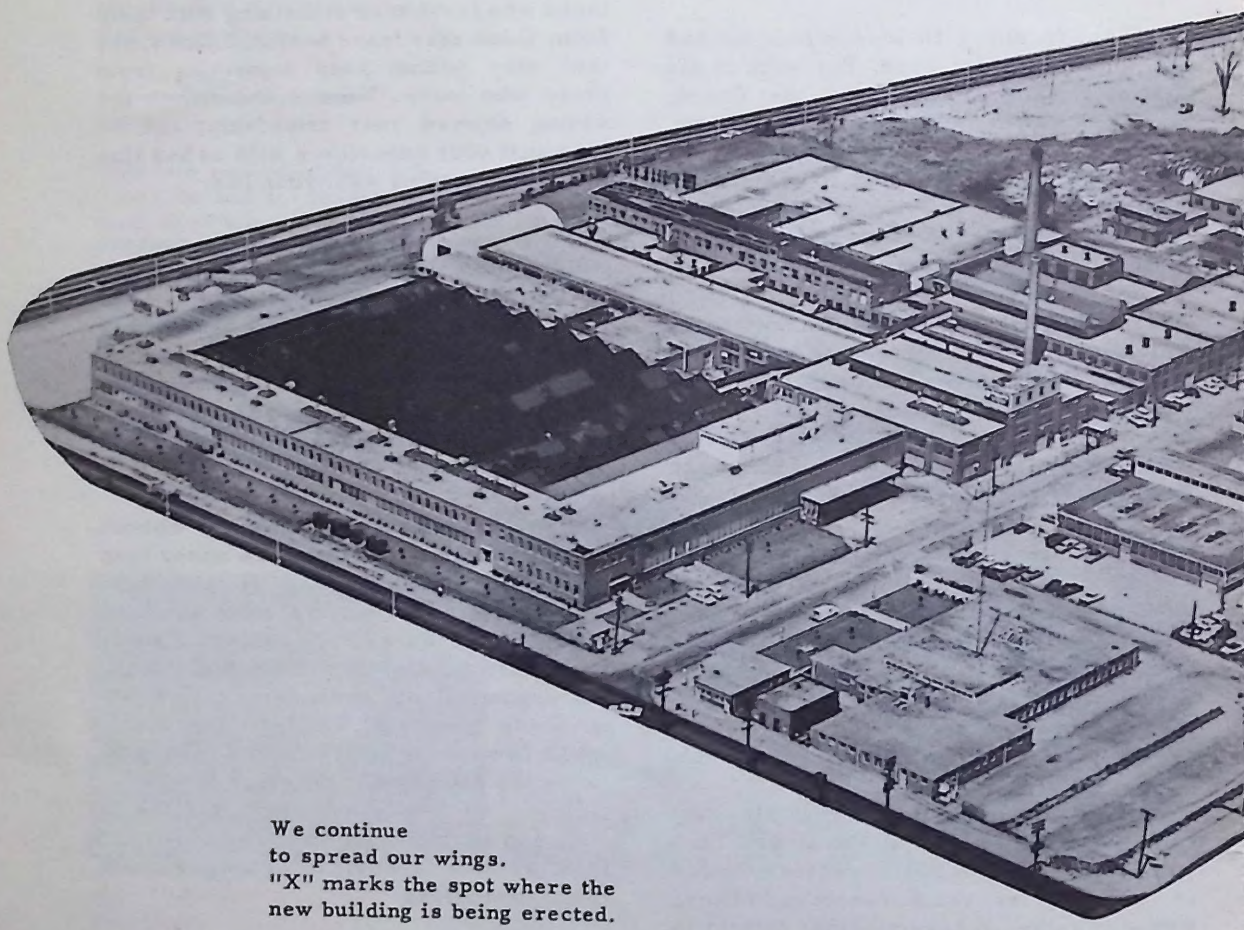
"No organization can flourish without some discipline. Men who are wiser than we are, and who have a vantage point which provides them with a wider view than that which is ours, have made decisions which affect the lives of many individuals and organizations in many countries. We sincerely hope that the decisions which result in your departure from Canada will be for the good of all concerned."

...And so, officially as of September 15, 1964, we bade farewell to a good president and a good friend.

Behind the three windows above is the office of the president.

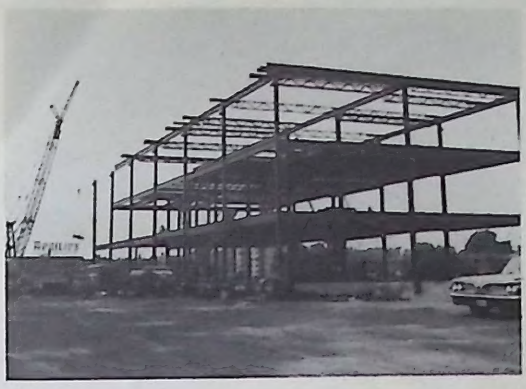
From His Room At The Top

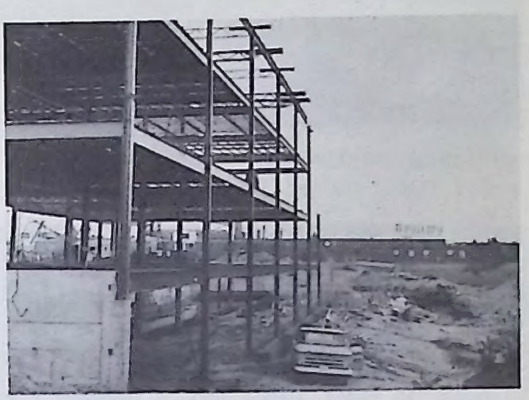
From his office on the second floor, Mr. van Eendenburg shouldered his many management responsibilities. Although he was not with us long enough to see the completion of the new office building for his commercial people, many will be grateful to him for his part in providing these new facilities.

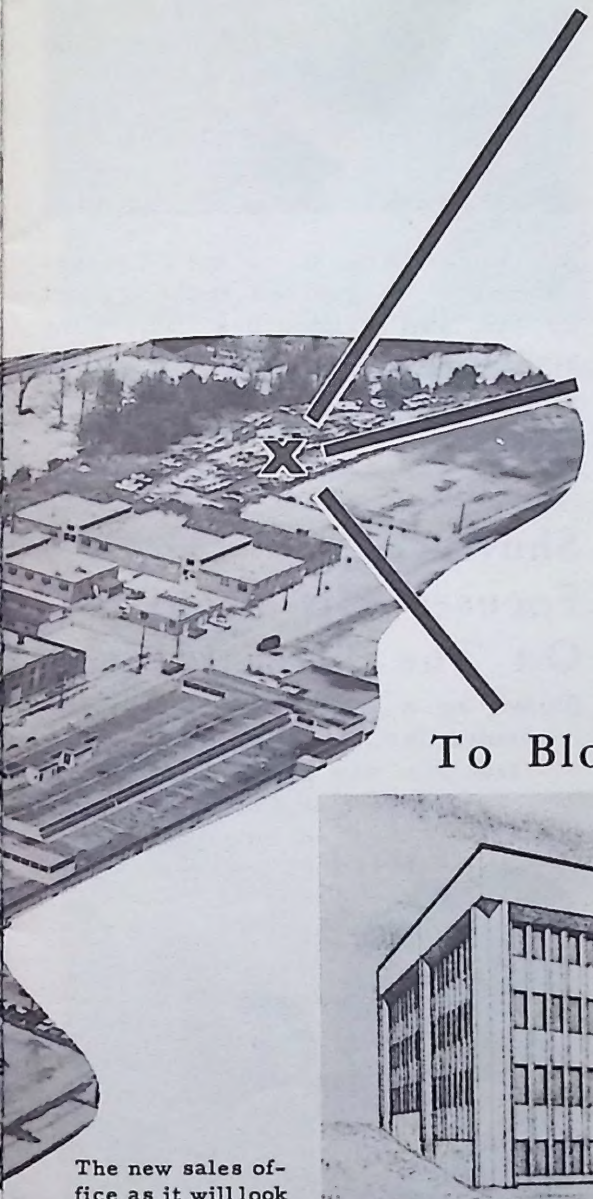


We continue
to spread our wings.
"X" marks the spot where the
new building is being erected.

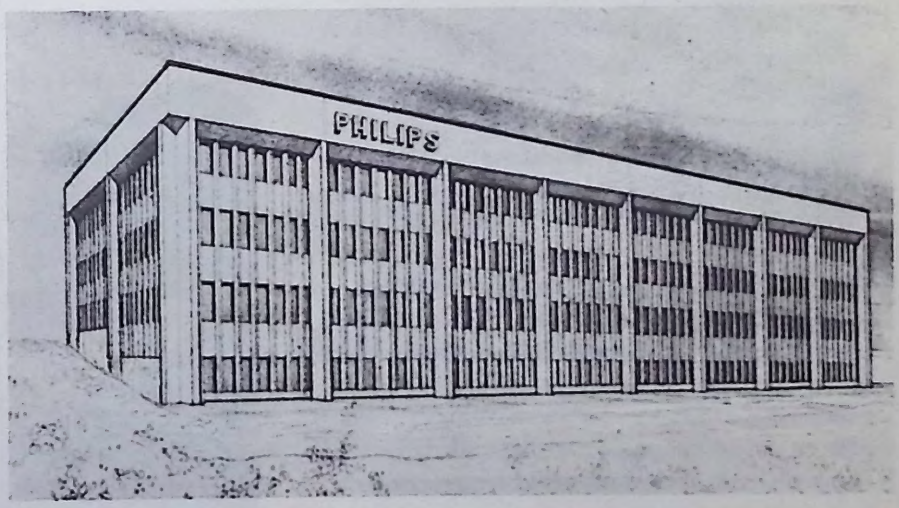
The new sales office building rises as a monument to his efforts toward the growth of our Canadian Company.







To Blossom In The Spring



The new sales office as it will look from Eglinton Avenue.

Looking back.....

A Travelling Man

Mr. van Eendenburg believes that a president should get out and meet the people who sell his products. He practiced his belief by making several whistle-stop tours across Canada calling on Philips dealers and distributors.

In the top photo he is seen outside a dealer's shop with Mr. G.J. Vente, head of the Concern's Sales Promotion Department, and the late Mr. Al Jones.

In the lower photo he shows interest in a dealer's tape recorder promotion.

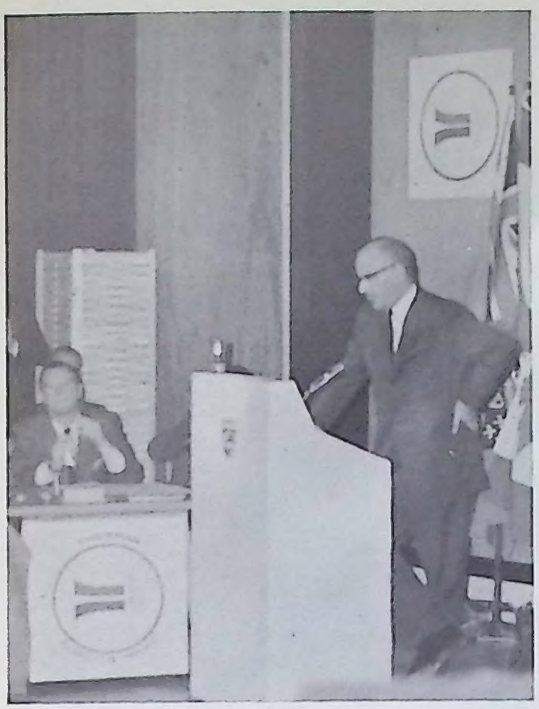
A Star In His Eye

Mr. Victor Jory, star of the TV series "Manhunt", is greeted at the airport by Mr. van Eendenburg. Mr. Jory visited Toronto in 1960 as guest of our P.A.L. sales conference. The TV series was being sponsored by Philishave.

Shutterbug Focuses His Sight On The Emerald Isle

Known as a man who liked to see results fast, it is understandable that Mr. van Eendenburg should choose as a hobby the taking of Polaroid photos.

Alliance For Progress



"Alliance For Progress" was the theme of the P.A.L. sales conference in 1963 at which Mr. van Eendenburg is seen delivering the opening address. The Division had just previously amalgamated its two sales groups.

Farewell To A Good Boss!

Miss Ruth Desand, the very capable secretary who worked for Mr. van Eendenburg during his seven years here, has nothing but praise for her ex-boss. (Miss Desand confesses, however, that it was a real challenge to keep him supplied with hot tea or coffee.)

From The Greens Of Canada To The Greens Of Ireland

Although we have lost him to the greener greens of Ireland, we will remember his good sportsmanship at the Philips Circle annual golf tournaments.....And we'll remember the effort put forth by some 50 golfers each year in their endeavour to win the coveted van Eendenburg Trophy.

Santa Loses An Assistant

Our president was usually right at home when on stage to welcome the children to the Philips Christmas party. Santa has lost a good assistant.

"You have conquered the warm friendship of the entire Canadian Philips organization - This is what we want you to remember when you look at the humble gifts that it is my pleasure and privilege to offer you on behalf of all of us."
-R. Messier.

Parting Words...

Parting Gifts...

"...In wishing you success and happiness, you may be sure that we long shall cherish the memory of your friendship."
-T. Van Dyk.

"I am very moved by the words said tonight to both my wife and myself... and we are extremely happy with the beautiful remembrance gifts."
-D.C.F. van Eendenburg.

Mr. van Eendenburg admires the illuminated globe atlas and the beautiful Quebec wood carving presented to him.

The excellent carving depicts an old-fashioned dentist at work and was created by Andre Bourgeault, a member of a famous family of woodcarvers of St. Jean Port Joli.

Among the

A pointed discussion

"...He (Mr. van Eendenburg) has acquired very valuable experience in Canada which we are sorry to lose.

"Maybe some day we should send a bill to Ireland so that we can get some compensation for the investment that we have made for their benefit," said Mr. Messier during his address.

"Send the bill, but don't expect payment!" interjected Mr. van Eendenburg.

Mr. and Mrs. van Eendenburg chat with Mr. and Mrs. A. Klement (left) and Mr. A. Deutekom.

Messrs. R. Ward, J. Eley and G.P. McKeown.

cocktail party guests...

Messrs. F.H. Hamer, G.S. Blodgett and R. Messier.

Mr. van Eendenburg's successor, Mr. H.A.C. van Beurden (facing camera) is seen talking with Mr. and Mrs. G.S. Blodgett and Mr. M. Gregovich. In the background is Mr. F.K. Richan.

Mr. and Mrs. J. Schurman and Mr. van Eendenburg

Messrs. N. Wester, and G. Mc Pherson

Mr. van Eendenburg and Mr. E. Batler share a story.

Mrs.van Eendenburg Presented With Gift

Mrs. Messier (left) and Mrs. van Eendenburg admire gift.

As a parting gift to Mrs. van Eendenburg, Mr. D. H. Prentice presented her with an original French china coffee set on behalf of members of the Philips staff.

Emotionally moved by the gift, and by the words of Mr. Prentice, Mrs. van Eendenburg showed her feelings and appreciation in true womanly fashion as seen below.

Mr. van Eendenburg says farewell to Mrs. R. Messier.

Mr. and Mrs. D.H. Prentice chat with Mr. Messier.

Mrs. van Eendenburg and Mrs. W. Merritt.

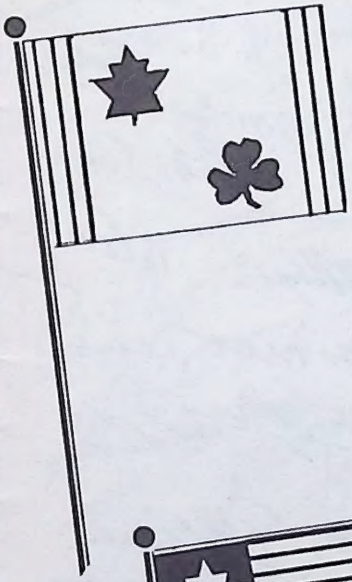
D.C.F. van Eendenburg To Design New Canadian Flag

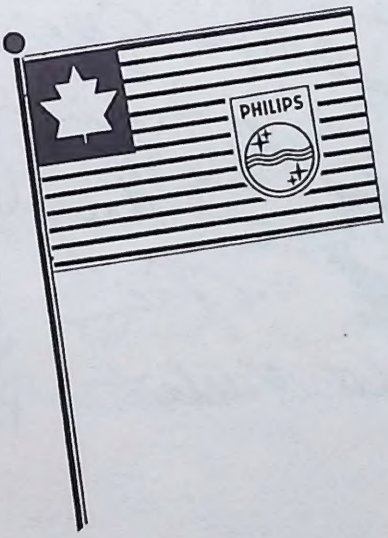
Mr. van Eendenburg discusses his new Do-It-Yourself Flag Kit with Messrs. T. Van Dyk and R.C. Ward.

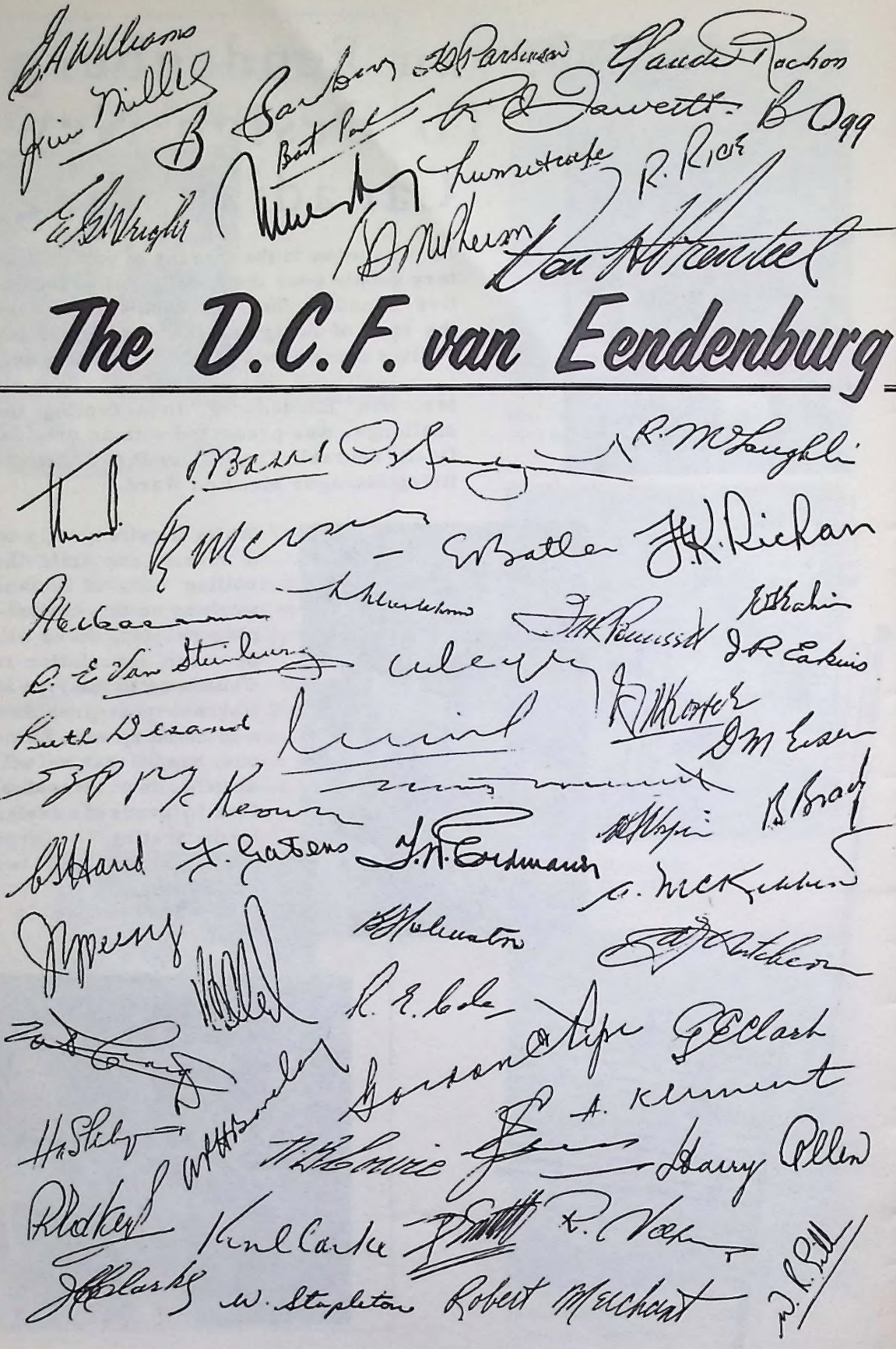
As a solution to the months of parliamentary debate over the adoption of a distinctive Canadian flag, we have turned over the task of designing the new flag to our Philips executive, D.C.F. van Eendenburg.

Mr. van Eendenburg, in accepting the challenge, was presented with an original Do-It-Yourself Flag Kit by P.A.L. Advertising Manager Mr. Ron Ward.

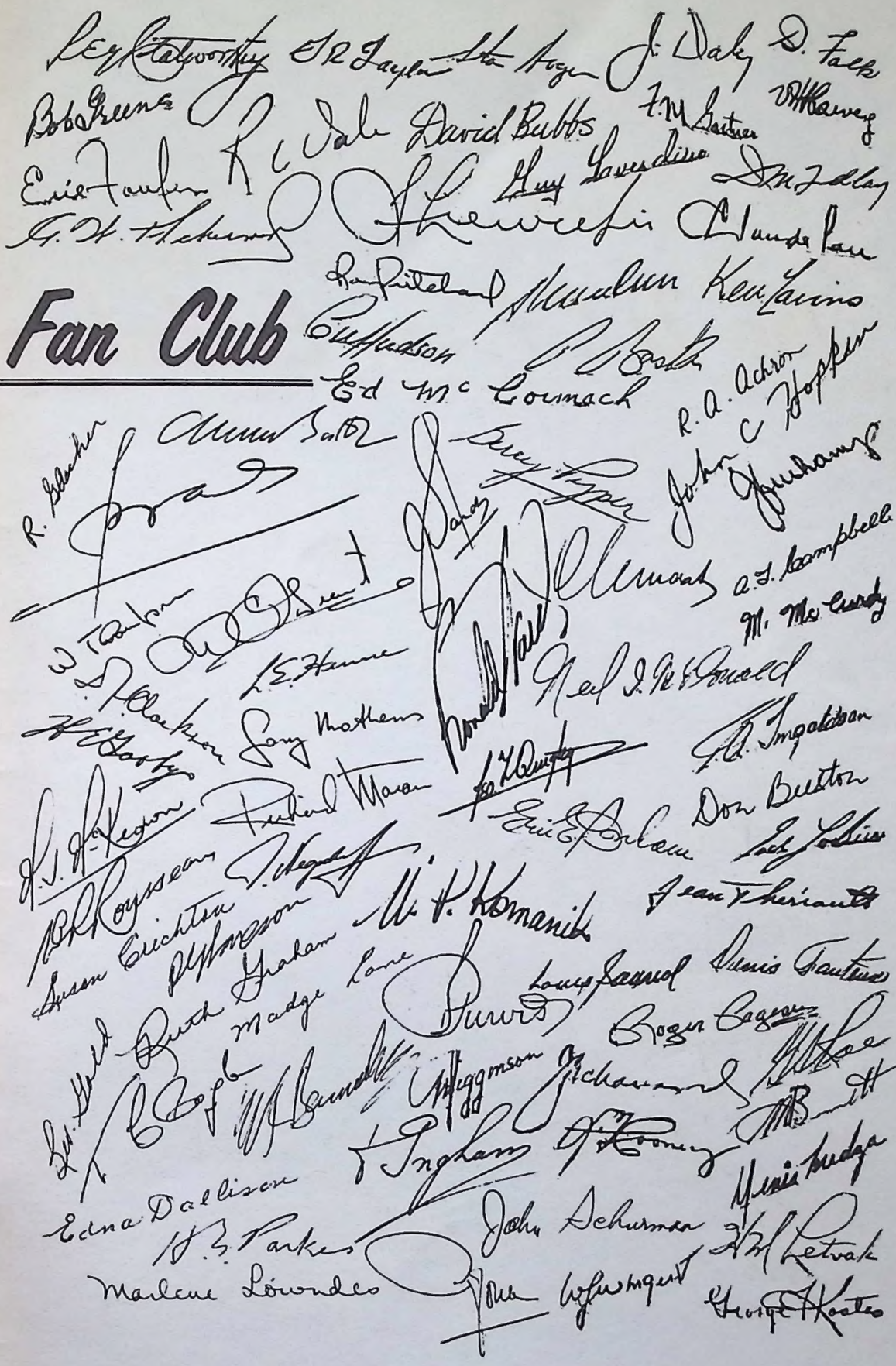
While he sits quietly on a river bank amid the rolling hills of Ireland working on this challenging project, there will be much speculation in Canada as to the type of flag our past-president will come up with. Rumour has it that he will scuttle the three-leaf idea in favour of a design incorporating a large Philips crest and two shamrocks.






The D.C.F. van Eendenburg

Fan Club



Acting in the true spirit of Mr. van Eendenburg, the proceeds from the sale of this special issue will be donated to The Ontario Society for Crippled Children.